

# AGAPI GROWS BY TWO METERS AND TWO CONTINENTS 1 DECEMBER 2014, AGAPI 950 LAUNCHED



With two more meters than the Agapi 750, the Agapi 950 opens up new dimensions in Agapi's mission to make boating easier, more fun and increasingly accessible to more people. Interest in the Agapi 950 is already high, both in Sweden and internationally.

The 950 is a unique, high-performance, lightweight and fuel-efficient family boat that fits a modern boating lifestyle and another demonstration of the core values of Agapi.

Agapi's combination of the RIB concept (Rigid Inflatable Boat), comfortable cabin, intelligent Swedish design and high-tech materials provides a unique range of user benefits that no other boat today can match. Together, they add up to speed and top class performance, significantly better fuel efficiency than comparable alternatives, spacious sleeping and socializing areas and safe, secure boating for the whole family. Like its Agapi sister boats, the Agapi 950 costs significantly less to own than its nearest competitor. It is also conveniently trailerable.

These benefits have attracted interest not only in the Swedish market, but also in Europe and the US. Late in November, representatives from the world's boating press came to Sweden to test drive the Agapi 950 in the Stockholm's Archipelago. Navigating the occasionally challenging waters was made easier thanks to the Seapilot and the Agapi's app and iPad that comes as standard with each boat.

Looking back over 2014, Peder Asplund, CEO of Agapi says: 'This year has been incredible. By July 2014, we'd delivered all the boats we produced. We took our demo boat on a trailer down to the Mediterranean and went boating along the Riviera to Mallorca, where we inaugurated our Agapi Center Mallorca. Since then, all our focus has been on developing the new 950 together with our production partner, Delphia Yachts, one of the leading shipyards in Europe. Now it's here! Although we at Agapi are accustomed to long boating seasons, it's unusual even for us to launch a new boat in December. We're extremely excited about the potential for the 950, a boat in a class of its own that opens up a new dimension of freedom for boating people. To finish 2014 with what may be this year's Christmas gift for someone feels amazing.' says Peder Asplund.

## About the Agapi 950

The Agapi 950 is built with lightweight technology and carbon fiber which offers low fuel consumption and makes the boat easy to drive. It's available with single or twin engines or inboard diesel engine.

RIB technology makes the 950 amazing safe, fun to drive and easy to handle whatever the weather and speed. At more than 32 feet the boat is fit even for the open seas. Even at maximum load of 14 people, the Agapi 950 is uniquely easy to handle.

A clear vision and intelligent Swedish design have created a multi-purpose performance boat with plenty of room to socialise and enjoy the sun. Space for up to 6 beds, a kitchen, fridge and flush toilet make the Agapi 950 supremely comfortable.

The Agapi 950 can be trailed behind a SUV like the BMW X5, Audi Q7 or similar. Boat and trailer are adapted to each other so it's surprisingly simple to load the boat on the trailer and to launch, which opens up even more boating possibilities.

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## Agapi Boating

Founded in 2006, Agapi Boating is a Swedish company based in Stockholm with the vision of creating a completely new kind of boat life. Since the launch of our first boat, the Agapi 900 WA, we have been setting a new course in boating. In 2010 Agapi Boating was awarded 'Rookie of the Year' and in 2013 the Agapi 750 was awarded 'Motor Boat of the Year - People's choice'. For us, boating is about one thing - freedom. This is why we have taken out a new course for the design and manufacture of high-performance, fuel-efficient family boats with an unbeatable mobility that we offer with new ownership and service solutions for a simple and fun boating life! Today, Agapi is majority owned by its founders Alejandra Levinas Asplund and Peder Asplund. The Board and shareholders include a number of known profiles in both the boating world and Swedish industry.